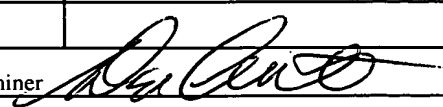


Form PTO-1449 (Substitute)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		Attorney Docket Number <b>ZEDO-01003US0</b>		Serial/Patent Number <b>09/728,704</b>	
<b>INFORMATION DISCLOSURE STATEMENT</b> <b>BY APPLICANT</b> <i>(Use several sheets if necessary)</i>				Applicant/Patent Owner <b>Botelho, et al.</b>		<b>RECEIVED</b> <b>JAN 30 2001</b> <b>Technology Center 2100</b>	
				Filing/Issue Date <b>December 1, 2000</b>			
<b>U.S. PATENT DOCUMENTS</b>							
Examiner Initial		Document Number	Date	Name	Class	Subclass	Filing Date
<b>D.L.</b>	1	5,933,811	August 3, 1999	Angles et al.	705	14	08/20/96
	2	5,937,392	August 10, 1999	Alberts	705	14	07/28/97
	3	6,026,368	February 15, 2000	Brown et al.	705	14	07/17/95
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<b>D.L.</b>	6	6,157,946	December 5, 2000	Itakura et al.	709	217	02/26/97
<b>FOREIGN PATENT DOCUMENTS</b>							
Examiner Initial		Document Number	Date	Country	Class	Subclass	Trans- lation Yes No
<b>OTHER DOCUMENTS (Include Author, Title, Date, Pertinent pages, etc.)</b>							
<b>D.L.</b>	1	"DoubleClick: Company Overview; Advertisers; Ad Serving Technology Solutions; DART for Advertisers; Spotlight Reporting; DFA Advanced Reporting; Network Rate Card," <a href="http://www.doubleclick.net:80/us">http://www.doubleclick.net:80/us</a> , 1998.					
<b>D.L.</b>	2	"NetZero: Targeting; Member Profile; What Are Your Interests?; Choose Your Start Page; Confirmation - Download," <a href="http://www.netzero.com/advertisements/advertisers.html">http://www.netzero.com/advertisements/advertisers.html</a> ; <a href="http://mystart.looksmart.com/servelets/signup">http://mystart.looksmart.com/servelets/signup</a> ; October 1998.					
<b>D.L.</b>	3	"Yahoo! Fusion Marketing: Find Any Audience; Media Services; Public Gross Rate Card 2000," <a href="http://fusion.yahoo.com/find.html">http://fusion.yahoo.com/find.html</a> ; <a href="http://fusion.yahoo.com/pgratecard2000.html">http://fusion.yahoo.com/pgratecard2000.html</a> ; 1998.					
Examiner 				Date Considered <b>8/7/03</b>			
<p><b>*EXAMINER:</b> Initial if citation considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.</p> <p>*1 = Copy not submitted because it was submitted in prior application SN __/__, filed ____, 19__.</p> <p>*2 = Copy not submitted because it was submitted in prior application SN __/__, filed ____, 19__.</p>							



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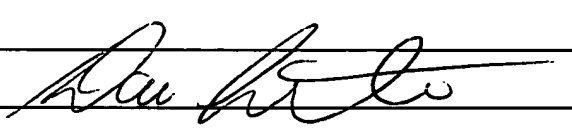
Sheet 1 of 1

Technology Center 2100

Form PTO-1449 (Substitute)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	Attorney Docket Number ZEDO-01003US0	Serial/Patent Number 09/728,704
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use several sheets if necessary)		Applicant/Patent Owner Botelho, et al.	
		Filing/Issue Date December 1, 2000	Group Art Unit 2176

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